

**Our brand strategy revolves around
preserving our unique identity while
ensuring success in new domestic
markets**

The News Desk

- Hema L, Simpli Namdhari's



EXCLUSIVE

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STRATEGY REVOLVES
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**WHILE ENSURING SUCCESS IN
NEW DOMESTIC MARKETS**

HEMA L
Head of Brand Marketing

**simpli
namdhari's**

MEDIABRIEF

*In an exclusive interaction with MediaBrief, **Hema L**, Head of Brand Marketing at Simpli Namdhari's, speaks about the Bangalore-based online grocery store's suite of offerings and highlights how it creates value for its stakeholders. She discusses how the brand ensures the authenticity and quality of the products available on Simpli Namdhari's platform, as well as how it ensures competitive pricing for products.*

Hema emphasizes the initiatives that Simpli Namdhari's has undertaken to reduce its environmental footprint and showcases some out-of-the-box marketing campaigns that the brand has executed to differentiate itself in the market. She also delves into the company's overall marketing approach, emphasizing how it utilizes data-driven marketing to understand customers' needs and preferences. Read on.

Give us an overview of Simpli Namdhari's and its journey so far. What was the insight behind the launch of Simpli Namdhari's?

Simpli Namdhari's is a truly unique format in the food retail industry, offering a remarkable blend of global brands, in-house brands, residue-free fruits, and a wide range of essentials. We are the only 100% veg Omni-channel retailer in India. What sets us apart is our commitment to delivering an unparalleled shopping experience. With our live kitchen in-store, customers get to witness culinary creations come to life, providing a one-of-a-kind experience that is unmatched in this space. We take pride in bringing together the best of both worlds, offering a diverse selection and fostering an environment where quality, innovation, and customer satisfaction thrive.



Tell us about Simpli Namdhari's suite of offerings. How do you create value for brands/customers?

At Simpli Namdhari's, we pride ourselves on our diverse suite of offerings that cater to the ever-evolving needs of our customers. From a wide range of fresh and residue-free produce from our own farms to exclusive gourmet products, we strive to provide quality and variety. Our value proposition lies in forging strong partnerships with both established and emerging brands, offering them a platform to showcase their products and connect with discerning customers. By curating an exceptional shopping experience and prioritizing customer satisfaction, we create value by fostering brand loyalty and delivering

premium products that enhance the overall culinary journey of our customers.

What is the current market size of your sector, and how much do you think it will grow in the next five years?

Food and grocery is the largest segment in the Indian retail sector, having an opportunity worth \$570 Bn and accounting for 66% of the country's total retail spend. Organized food and grocery retail market to reach \$60 Bn by 2025. With the country's growing population, urbanization, and changing consumer preferences, the demand for food retail has witnessed a significant surge. Looking ahead, I firmly believe that the sector will continue to experience robust growth over the next five years. Factors such as increasing disposable income, expanding middle class, and the rise of e-commerce will contribute to the sector's expansion. We are excited about the opportunities ahead and are confident in the bright future of the food retail industry in India.



How do you ensure the authenticity and quality of the products available on your platform? Are there any certifications or processes in place to guarantee the products meet certain standards?

Ensuring authenticity and quality is our top priority. We have rigorous processes in place to select and partner with trusted suppliers who share our commitment to excellence. Our products undergo thorough quality checks such as BRCGS (Brand Reputation Compliance Global Standard) Integrity assessments and adhere to strict industry standards.

Additionally, we prioritize certifications such as Global GAP, fair trade, and sustainable sourcing to guarantee the highest quality and ethical practices. We strive to provide our customers with

complete confidence in the authenticity and standards of the products they find in our stores.

In terms of sustainability, what initiatives has your company undertaken to reduce its environmental footprint? Are there any packaging or waste management practices that distinguish your platform?

At Simpli Namdhari's, sustainability is a core value that we prioritize. We have implemented various initiatives to reduce our environmental footprint. Firstly, we have actively pursued recycling of plastics, utilizing recyclable materials and promoting reusable options.

Additionally, we have adopted efficient waste management practices, including composting and recycling programs. These measures aim to minimize our impact on the environment and promote a circular economy. We believe that by taking responsible actions, we can contribute to a greener future while providing quality products to our valued customers.



How do you ensure competitive pricing for your products compared to traditional grocery stores? Are there any partnerships or cost-saving measures in place?

Achieving competitive pricing is our foremost priority, and we have implemented multiple strategies to accomplish this goal. Firstly, the majority of the produce is grown in our own farms. This gives us complete control over the entire process from growing to pricing, we also have established strategic partnerships with local farmers and suppliers, allowing us to source high-quality products at competitive prices. Additionally, we leverage technology and data analytics to optimize our supply chain and reduce

operational costs. This enables us to pass on the savings to our customers while maintaining the quality and freshness of our products. Ultimately, our goal is to provide value to our customers without compromising on quality.

Could you share some insights into the customer base of your platform? Have you observed any specific trends or changes in consumer behaviour in the last few years/months?

Over the past few years, we have witnessed a significant shift in consumer behaviour. There has been a remarkable surge in demand for organic, sustainable, and locally sourced products. Additionally, there is a growing preference for online shopping and personalized experiences. Our platform has adapted to these trends by offering a wide range of residue-free options, convenient online ordering, and tailored recommendations. We are committed to continuously analysing consumer behaviour to ensure we meet their evolving needs and preferences.



As Simpli Namdhari's plans to expand into other domestic markets, what is the company's overall brand strategy to ensure success and maintain its unique identity?

At Simpli Namdhari's, our brand strategy revolves around preserving our unique identity while ensuring success in new domestic markets. We believe in staying true to our core values of providing fresh, high-quality food products and exceptional customer service. To maintain our identity, we adapt our offerings to cater to local preferences while retaining our commitment to quality.

Additionally, we focus on creating strong brand awareness through targeted marketing campaigns, building strategic partnerships, and

nurturing customer loyalty. By combining consistency, adaptation, and innovation, we aim to conquer new markets while staying rooted in what makes us unique.

Could you share some examples of successful out-of-the-box marketing campaigns that Simpli Namdhari's has executed to differentiate itself in the market and attract customers?

At Simpli Namdhari's, we believe in thinking outside the box when it comes to marketing campaigns. We have recently launched an innovative digital campaign called *Shop free with Simpli Namdhari's* where we encourage our customers to shop for 3000 and they would get vouchers worth 3000 to redeem over a period of 3 months. This campaign resulted in a CTR of over 32% and increased NOBs by 80%.

Additionally, we are also carrying out our "choose goodness" campaign through offline activities like Walkathon around world environment day, Yogathon around International yoga day etc which has seen a positive

engagement online and store footfall increase by 100%.

Such campaigns not only promote our brand values but also engage our customers in a fun and interactive way. We are committed to exploring unconventional marketing ideas that resonate with our audience and leave a lasting impression.



How does Simpli Namdhari utilize data-driven marketing to understand customer preferences and optimize its marketing strategies?

At Simpli Namdhari's, we leverage data-driven marketing to gain deep insights into our customers' preferences and optimize our

marketing strategies. By analysing customer data, such as purchase history, browsing behaviour, and demographic information, we gain a holistic understanding of their needs and preferences. This enables us to tailor our marketing campaigns, personalize offers, and deliver relevant content that resonates with our customers.

Through continuous analysis and optimization, we ensure that our marketing efforts are targeted, effective, and drive customer engagement, ultimately leading to a seamless and delightful shopping experience.

What are your insights on the future of brand marketing in the retail industry, and how do you envision Simpli Namdhari's adapting to upcoming trends and challenges? What are your plans going forward? Simpli Namdhari's top priorities and roadmap for 2023?

Consumers are seeking authentic experiences, personalized interactions, and sustainability-focused initiatives. We are committed to adapting to these upcoming trends and challenges by investing in innovative digital strategies, leveraging data-driven insights, using

emerging technologies like AI & ML and enhancing our omnichannel presence.

Our top priorities for 2023 include expanding our customer loyalty programs, strengthening partnerships with local suppliers, and implementing sustainable production practices. Our roadmap emphasizes delivering exceptional customer experiences and staying ahead of the curve in an ever-changing marketplace.